



GOING WIRELESS, AND OTHER ADVENTURES IN GIZMOLAND

by: Beth Parker

More and more small and medium-sized businesses are going wireless because it offers mobility and convenience. The following is based on a video cast by CNET Networks on the state of wireless in early 2005.

Wireless phones and gadgets took over New Orleans this spring when CTIA Wireless 2005 came to town. Although the IT industry had plenty to celebrate, not all was easy in the "Big Easy."

Among the reasons for celebration was a CTIA (International Association for Wireless Communication) survey that found North American cell phone operators added over 21.7 million new subscribers last year - growth that pushed carrier revenue past the \$100 billion mark.

There also was the gadget factor. A major focus of the show was the metamorphosis of the cell phone from a simple call making and receiving device to a multimedia gizmo that not only takes pictures but also plays music, surfs the Internet and becomes a TV.

The camera phone phenomenon is part of the reason that wireless data revenue has doubled in two years, and carriers and handset makers, like Cingular Wireless, will continue to push this trend. For example, Cingular will soon sell a new Ericsson phone that sports a 1.3-megapixel digital camera with a photo light, an 8x zoom lens, plus an MP3 player.

Kodak CEO Dan Carp, a featured speaker at the show, threw some cold water on the merrymaking. He predicted that cell phones with embedded cameras may go from runaway hit to small-time niche service if major problems are not addressed.

Carp said a Kodak market study found that most camera phone owners find their devices less than satisfying, even

though they used the cameras to snap about 70 billion photos last year.

Nearly two-thirds of camera phone owners rarely, if ever, upload pictures to a computer. (Does this sound familiar?) And 70 per cent never or rarely send photos to other phones. Notoriously short battery life, poor photo quality, and the complexity of printing pictures are causing major headaches for the 180 million camera phone owners worldwide.

"These are all warning signs," continues Carp, "If we're not careful, imaging could fade to a niche application in phones. Some think it's happening already."

The same could be said of the another wireless trend, "VoIP" (Voice Over Internet Protocol), an approach being hotly pursued by companies like Qualcomm, Texas Instruments, Nortel Networks.

Already, the idea of "net-based phoning", hasn't worked out as well as expected for communication giant AT&T. The company's CallVantage service had only 53,000 subscribers at the end of 2004 even though the company spent millions of dollars in marketing. There also continues to be some significant issues to be solved with VoIP such as hacking and the increased use of the technology to transmit pornography.

IT gurus at this latest wireless exhibition all seemed to agree on one thing - the danger of rushing headlong into "Gizmoland" "without taking care of fundamentals."

"Every new idea, we fall in love with," warns Stan Sigman, President and CEO of Cingular Wireless. Instead, he declares, "We need to be challenged to simplify this business." Like any technology, however, it only makes sense to invest in wireless if it actually helps to improve your business.

At CAWEE our mission is to provide opportunities for all business women at every stage of their career, to empower other women in the development and advancement of their business and professional lives, fostering financial independence, professional development and personal satisfaction.

WHAT'S INSIDE

2 President's Message

2 Here We Grow Again!

3 CAWEE Meets

4 Your Voice: Going Wireless,
Friend or Foe

5 Member News and Notes

6 The Woman Within,
IWD Nominees

7 Listen Up



CAWEE

CANADIAN ASSOCIATION
OF WOMEN EXECUTIVES
& ENTREPRENEURS

a world within

acclaim

quarterly news -
SPRING 2005

Editor:

**COMMUNICATIONS
COMMITTEE**

Contributing Writers:

**MAJA REHOU
NATALIE FONG-YEE
JUDY SMILEY
BETH PARKER (EDITOR)**

Design & Layout:

**QUENCH DESIGN &
COMMUNICATIONS**

WWW.REFRESHINGCREATIVE.COM

MISSION STATEMENT

Canadian Association of
Women Executives &
Entrepreneurs (CAWEE)
provides an environment for
successful business women
to grow and develop both
professionally and personally
through business and
community involvement.

ACCLAIM AD RATES

**WEB LINK FROM CAWEE
SITE TO YOURS:**
\$300.00 (plus GST)

**YOUR AD IN ACCLAIM
(price per insertion):**
1/8 Page \$75.00 (plus GST)
1/4 Page \$250.00 (plus GST)
1/2 Page \$500.00 (plus GST)
Full Page (for 1-3 issues)
\$1000.00 (plus GST)
Full Page (4 issues or more)
\$1000.00 (plus GST) gets you:
a one year web link,
or list recognition at breakfast
meetings, or logo recognition
on quarterly mailer

Upcoming 2005 Deadlines
July 10,
October 10

Email info@cawee.net
to book space

WWW.CAWEE.NET

PRESIDENT'S MESSAGE

by: Judy Smiley

I was re-reading the last paragraph in Acclaims lead article last night and I suddenly found myself shouting "yes, yes" at my laptop. "Every new idea we fall in love with," says the President of Cingular, the largest wireless company in the US, and then he makes the essential point, "We need to be challenged to simplify business."

Over the past few days I had been trying my best to work with an overly convoluted IT solution developed by Canada Post, ostensibly designed to "simplify" the process of mass mail management. Believe me, there is absolutely nothing simply about it.

It occurred to me that perhaps the best test of any new IT innovation would be that four word question, "Does it simplify business?" I would apply the question to my cell phone and say yes, I would apply it to my wireless mouse and agree. I might apply it to me Blackberry - time will tell!

Life is complex. Business is complex. IT should be the answer to managing such complexity and work quietly in the background to make things better, not worse. Once IT starts to give us anxiety attacks, it may be time to start asking questions.

It also may be why we all seek out non-IT pastimes, like a hike in the woods, a live concert or show. There is something special about authentic, face-to-face experiences. On that note, I want to encourage everyone to attend the wonderful Dine and Dream theatre event with CAWEE members on June 9. The show, featuring the "old fashioned" technique of black light, is an event you will not want to me. So put down the cell phones, switch off the PDA's, the report on your computer can wait - see you there.

All the best,

Judy Smiley, President ✨

CAWEE INSIDER: HERE WE GROW AGAIN

A WARM WELCOME TO THE FOLLOWING NEW MEMBERS:

Kara Dahl, Personal Shopper, HOLT RENFREW, Etobicoke
Danielle Riposati, VP, NATIONAL PUBLIC RELATIONS, Toronto
Sandra McLeod, Director, Succession & Estate Planning, GRANT THORNTON LLP, Toronto
Mary Jo Scavone, President/Owner, ANTICA AUTO BODY LTD, Thornhill
Maxine Warsh, Owner/Operation, FACIAL REJUVENATION SPECIALIST, Toronto
Nancy Reynolds, Sr Director, Service Delivery, CIBC, Toronto
Buff Levinson, THE LAW OFFICE CONSULTANT, Toronto
Stephanie Chong, Partner, JOHNSTON WASSENAAR LLP, Toronto

**"Companies that switched to mobile networks for sales, logistics,
and other functions saved close to \$80 billion by the end of last year."**

McKinsey Quarterly

CAWEE ANNUAL GENERAL MEETING

Join us for an extraordinary evening of dinner theatre

Famous Peoples Players Dine & Dream Dinner Theatre

Date: Thursday, June 9, 2005

Place: 33 Lisgar St. Toronto (Queen Street West, past Dovercourt)

Time: 5:30 - 6:30 Annual General Meeting

6:30 - 7:00 Networking and cocktails

7:00 Dinner Theatre

Cost: \$65 per member plus CAWEE members can invite one guest at that price \$70 for affiliate \$85. GST extra

RSVP to all upcoming events in advance. Contact Marilyn Ryder, CAWEE:

Tel: 416-756-0000 Fax 416-862-0315 or email info@cawee.net for further information and to book your space.

CAWEE BREAKFAST CLUB -

June 16 • July 14 • August 11, 2005

Breakfasts are held the second Thursday of every month. Pre-registration is necessary. Those who pre-register and prepay by noon the Tuesday prior to the event are listed in a roster distributed to members, with full contact and business nature information. (Please provide a short business description upon registration).

You may make payment with cash or cheque only at the door, but will not be included in the roster.

**Albany Club,
91 King St. East (between Yonge and Church)**

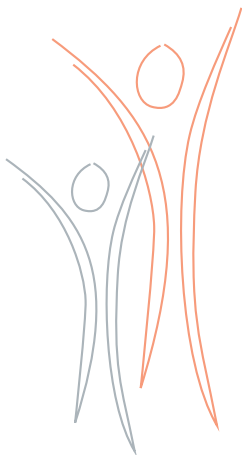
CAWEE members: \$25 (plus GST)

Affiliates: \$35 (plus GST)

Non-members: \$45 (plus GST)

Subway: King Station and walk one block east on King

Parking: Parking lot on Church Street just north of King



SUMMER ON THE GREEN DEB SNEAD MEMORIAL GOLF TOURNAMENT

Date: Thursday, August 25

Time: 3:00 PM

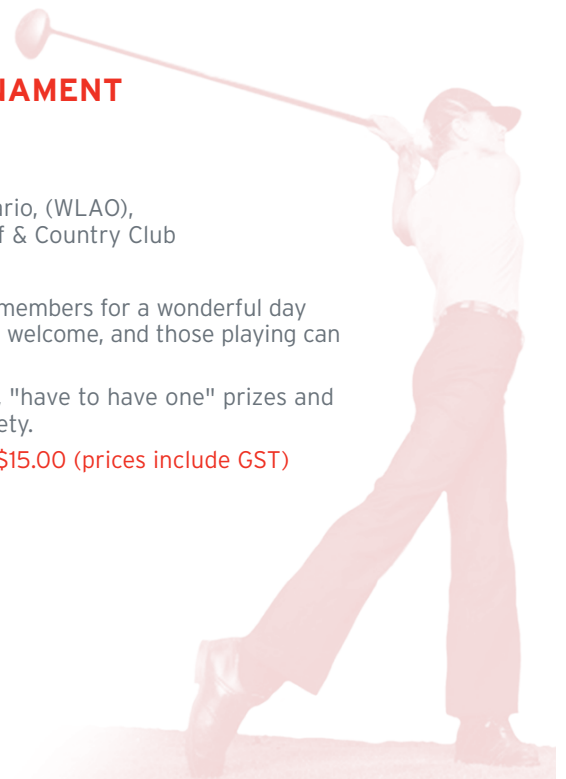
In Association with Women in Law Association of Ontario, (WLAO),
to be held at the beautiful Toronto Board of Trade Golf & Country Club

Book your calendars!

Escape your office and join CAWEE and Women in Law members for a wonderful day under the blue August sky. Lessons available, beginners welcome, and those playing can use the full Country Club facilities.

The day includes nine holes of golf, a barbecue dinner, "have to have one" prizes and a silent auction in support of the Ovarian Cancer Society.

Members: \$120.00, Non-members: \$140.00, Clinic: \$15.00 (prices include GST)



GOING WIRELESS: FRIEND OR FOE

by: Maja Rehou

A young mother runs out of gas on the highway late at night. It's -5°C, but with the wind chill feels like -15°C. With her six month old baby snugly wrapped in his car seat she picks up her cell phone and dials CAA for help. What would this mother have done without this wireless marvel?

We have come a long way since then with the introduction of far more intricate wireless technology. Whether a laptop with WIFI capabilities you can take to Starbucks or a PDA you can use to track your appointments, which should you choose?

If abused these technologies can actually decrease productivity and cost companies thousands of dollars.

As a writer I have all the programs I need on my laptop to write anytime I have the creative urge. I also get a decent sized screen to see what I am writing. A lawyer might prefer a Blackberry, allowing them to work completely out of the office. Checking email and voicemail en route to court or billing time between sessions. They can also download documents and customer information from anywhere.

A real estate agent, using a combination of the GPS (Global Positioning System) and a PDA, can schedule showings and easily navigate between properties. Having GPS wireless technology lets her know exactly how much time she needs to get from one address to another.

The laptop keeps sales professionals connected while on the go. It's an office away from the office. On the road, in their hotel or at a conference, they can work on a project, surf the web or stay in touch with clients and their office. Following up

with leads faster, accessing client information and interacting more quickly with clients.

The speed of getting information and spreading it around has never been faster. Used wisely, wireless technology is changing the face of many mobile professions, giving people the freedom to get out of the office more and spend less over time trying to catch up once they get back.

But is having instant information and constant connectivity a virtue or a vice? There is a very fine line between the benefits of being wireless and where it actually decreases productivity.

If abused, these technologies can actually decrease productivity and cost companies thousands of dollars in wasted time. For instance, a regular weekly staff meeting that normally takes one hour now takes three because employees are being interrupted by cell phones, text messages and Blackberrys. Not to mention, if the employee is being constantly distracted by their technology how valuable or how much are they contributing to the meeting?

With more enhanced technology comes the need for more enhanced technological skills. Loss of time due to crashes and malfunctions also decreases productivity. The training or IT support required to keep up with this technology may be costly as well.

When deciding whether wireless technology is the way to go be mindful of its negative effects and learn how to use it productively. Remember as with all technology, don't be completely dependant on it. What would that mother on the highway have done if her cell phone battery died?

As a writer, editor and marketing consultant Maja Rehou provides small to mid size professional service firms with business development tools and marketing strategies/materials to help grow their business. She can be reached at mrehou@wordforce.ca. ❄

"Mobile-office users are expected to grow nearly tenfold, to 137 million, by the end of 2004."

Do you have a love/hate relationship with Technology and your IT Gismos? Review the latest tech tips from CAWEE members:

When to flick the switch

My tip is GET A BLACKBERRY but don't be afraid to TURN IT OFF. Remote access to email and a phone all in one is fabulous. I can be reached either way and don't have to carry around a cumbersome laptop. It has a variety of features - syncs to my outlook so I can maintain my calendar and has really helped me stay in touch while being out on the road.

Judy Smiley, Fitness One

Focus on Happy Eyes

Hours spent looking at a computer monitor won't damage your eyes, but it can make them tired and sore. To improve your comfort at work, here are the four top things you can do to relieve computer-related eyestrain, plus one very important bonus:

1. Blink! People blink an average of 25 times per minute. This drops to 7 blinks per minute when looking at a monitor. Is it any wonder that your eyes are dry?
2. Take a break. Every twenty minutes look away from the monitor and gaze at a distant object for 30 seconds. This allows your eyes to relax in their "rest" position.
3. Move your monitor. Your monitor should be 20-26 inches in front of you. Don't have a ruler? Stretch out your arm - your monitor should be at the tip of your index finger.
4. Adjust your monitor. A bright monitor causes eyestrain, and a dark one is hard to read. If white areas on your monitor seem to glow, it's too bright, if they seem grey, it is too dark.

Bonus Tip: If the usual solutions don't relieve your eyestrain, talk to your eye doctor. Most eyeglass prescriptions are for very near or very far tasks - like reading or driving. Using a computer monitor is a mid-range task, and you may require special vision correction for office work.

Natalie Fong-Yee, CIBC Wood Gundy

Edit with ease

My favourite MS Word trick is the "Track Changes" function. You can review changes in a document and easily exchange proofs. If you haven't tried it, go to Tools, Track Changes, and Highlight Changes. Don't forget to undo "Highlight Changes" once you've finished the draft, otherwise you'll keep getting those annoying red marks.

Beth Parker, Words & Solutions

Hi Tech's New Challenge

Technology vendors thrived during the boom years by creating hit products that met a seemingly insatiable demand for IT. Now that growth has slowed, high-tech companies must focus on improving their productivity the old-fashioned way: by reducing the inputs they use to create a given output.

McKinsey Quarterly

No Frills Challenge

Meeting the no-frills mobile challenge: Not everyone, it seems, needs a camera phone. In many markets, mobile-telephone customers are becoming more sensitive to price and less interested in expensive services.

To adapt to a changing market, incumbent mobile-phone providers must hone their customer segmentation skills, cut costs, and, in some cases, meet the attackers head-on by offering their own no-frills service.

McKinsey Quarterly

Find out more about VoIP

According to research from Deloitte, it is forecast that more than two-thirds of the Fortune 2,000 companies will have deployed Voice over Internet Protocol (VoIP) technology either partially or wholly by 2005. This new study, based on a survey of current adoption of VoIP to the desktop among 131 businesses from the Global 2000, outlines a number of recommendations companies should consider in order to mitigate the risks of switching to VoIP.

Deloitte Research



CAWEE
CANADIAN ASSOCIATION
OF WOMEN EXECUTIVES
& ENTREPRENEURS
broaden your perspective

The Woman Within

SPECIAL FEATURE:

CAWEE EXTRAORDINARY WOMAN OF THE YEAR AWARD 2005

The Canadian Association of Women Executives and Entrepreneurs honours women every year who have been involved in their community and has committed to encouraging other women in all areas of their lives. Here are top nominees and award winner selected this past March 6 at CAWEE's International Women's Day dinner.

Award Recipient: Marnie Walker, MBA

Marnie Walker created Student Express Ltd. in



1989, which provides bus transportation for people with special needs. Her bus drivers, according to parents, are more than people who just transport their children to and from school; they also care deeply about the children, and are considered friends.

This particular award means a lot to Marnie, more so than her others, as it "recognizes more than just business, it gives a broader perspective," she says. It acknowledges the real commitment Marnie gives women to follow their dreams all in order to gain financial independence and self-esteem. Marnie's Overcoming Adversity scholarships give aid to female students at the institutions she graduated from, Sutton District High School and York University's MBA program.

Although she recently sold Student Express, Marnie Walker remains involved as senior adviser. Walker also gives speeches at business schools, and other business events.

Award Nominee:

Jean Davies, MBA, PMP, ACPCE

Every aspect of Jean's life, personal and professional, has been motivated by her commitment to helping others, or as Jean says, "to bloom where they are planted."

Jean is the founder and owner of Centrerpoint, a private coaching practice. She is a partner with two other coaches The Canadian Coaching Company, a division of Parallel Perspectives Inc., and she is on the faculty of the Adler School of Professional Coaching.

For many years Jean was a very successful management consultant and senior executive, running large and complex IT projects with

Fortune 500 companies and massive publishing projects with global publishing houses. Jean had all the professional qualifications and abilities to be the best of the best in the corporate world of CEOs and rising women executives.

In 2001, Jean left the corporate world to pursue coaching full time, enrolling at the Adler School of Professional Coaching. Today, not only is Jean available as a coach to other students, but also she is the designated Practicum Mentor for every student at the school.

As consultant, manager, and coach, Jean Davies draws out individuals' talents in service of greater goals. Jean has been a mentor for MBA students at the Schulich School since the mid 90's, and an active member of women's groups in her community. Last year, Jean coordinated a volunteer group of certified professional coaches to bring coaching service Native students at the Department of Native Studies, Trent University.

Award Nominee: Dr. Angie Meyer, FCP

Dr. Angie Meyer's definition of success is not one of accumulation of assets, but of experiencing life fully, passionately, and with vision. Angie loves to work hard, to make a difference and intends to leave this planet touching as many lives as possible.

Angie is a family chiropractor who enhances the health and lives of the women in her practice and in the community. She focuses on women and children and coaches her clients during each visit on their health related goals. Her emphasis is not the obstacle but where her clients are headed.

Angie is also dedicated to positively affecting the lives of young women outside her practice. She volunteers as a speaker in school classrooms to teach young women about professional career choices and to serve as a role model. Her most recent community involvement includes co-chairing the business division of the annual campaign for a local art gallery, the MacLaren Art Centre.

She also is committed to developing chiropractic care in developing countries. To this end, Angie has participated in two volunteer trips to Fortaleza, Brazil with a team of chiropractors to provide care to the Brazilian people and she is founding a charitable organization called Adjust For Humanity that will provide such ongoing care in developing countries. ❁

ARE YOU READY FOR BULLY BROAD BOOT CAMP?

by: Donna Debenzahl

"Although women make up more than 46 per cent of the labour force in Canada, less than half of all public corporations have any women on their boards. What is it about women that block their progress?"

Male groups strive to drive out or drive down women who do not adopt the values and behaviour of masculine identity in the workplace, and then recoil in horror at those "survivors" who have become so "masculinized" in economic and organizational behavioural terms that their variance from the female stereotype is treated by the organization as deviant."

From "Her Brilliant Career", Discrimination in workplace and politics.

California business entrepreneur, Jean Hollands, has developed a controversial "Bully Broads" workshop for female executives who have been stalled on the corporate ladder. Holland cites Former Canadian Prime Minister, Kim Campbell as an example of how a woman attained a lofty

position, only to have her gender affect how she was perceived.

Holland sells spots in her Bully Broads Boot Camp program to companies that sign up workers whom they perceive as "high-maintenance" female employees. Some of the features of the Bully Broad program include, "How to modify aggressive behaviour to make it in a man's world".

Holland's workshops have drawn the ire of some feminists (as well as non feminists!) because of messages being propagated by her workshops. Hollands also has turned her seminars into successful books, "Same Game, Different Rules", "Ice Queen" and "Ms. Understood."

Montreal journalist, Donna Debenzahl, recently signed up for the workshops in order to find out first hand. Her experience is documented in a CBC film, Her Brilliant Career, presented on CBC's Rough Cuts and available (price list available) through Cine Fête, info@cinefet.ca

LISTEN UP

Do you think women need to modify "aggressive behaviour?"

What really is behind women being "stalled in their careers"?



YONGE
STREET
MISSION

2004 CAWEE
CHARITY OF CHOICE

TALK ABOUT YOURSELF!

CAWEE looks for articles for ACCLAIM, as well as news about members. Next issue our theme is **"Emotional Intelligence"** Send all ideas for stories to ACCLAIM Editor, info@cawee.net 500 words, **deadline is July 10, 2005.**